February 22,1955

Ted,

Writing a letter is an awfully impersonal way of doing this, but you are such a hard guy to get hold of that it is the only way. In my idle hours between classes, when I am suffering from insomnia, etc. I've come up with an idea that seems to me to be worth your consideration.

It is in every way shape and form a contest and I don't know how WYBC feels about contests, but here it is.

It seems to me that outside of women and English, the thing the Yale man is interested most in is booze. It is on this that the contest is based. Furthermore evry Yale man has a certain kind of drink he likes and he also usually has some special formula for mixing his drink. Since he is so vainly creative, it seems to me that he would be more than willing, and, in fact, very enthusiastic about a contest in which he could submit the drink he thought the most original and the best tasting. He would do it in the form of a recipe and the ten drinks recipes which a panel of judges thought the best would be mixed by their creator and then tasted by the panel. It is up to the discretion of the station as to who should pay for the ingredients of the finalists, but I would suggest that it be the station's responsibility.

To make the contest even more attractive I think as a prize to the winner, the station might get some radio, T.V., modeling,etc. personality, and give the winner a night on the town in New York with the girl, all on WYBC. It seems to me that $50 would be enough for a very enjoyable evening. Out of that WYBC could make reservations at some big restaurant and get tickets to some show. I would say that $35 would be more than enough spending money for the winner. But naturally that would have to be decided by WYBC.

I think that probably ten days would be long enough for the contest to run. I think that you could make a big production out of the tasting final by putting it on the air and publicizing the devil out of it. Of the people I have talked to about it, everybody is very enthusiastic about it and seem convinced that it will be popular. But besides that it is like the "WoW" - it is good P.R.

Thanks for your consideration, and if you want to know anything about it in addition to what I have told you I will be glad to do what

I can to help. I would also be very happy to make out a full report on it, if you need it. Thanks again, and I hope it meets the standards of WYBC.

Sincerely,

Dave Woods

Dave Woods